CANADIAN MOVING PICTURE DIGEST

ol. 21, No. 20 TORONTO 2, CANADA September 14th, 1929

AIN'T WE GOT FUN!
AIN'T YOU GOT HITS!

Why not! Was there ever a season in all the glorious history of M-G-M that started with so many hits—"OUR MODERN MAIDENS" (Joan Crawford) knocking'em for the dough in Detroit, Los Angeles, Des Moines, Louisville, everywhere. Another "Dancing Daughters" sensation. HOLLYWOOD REVUE repeats Astor, N.Y. and Grauman's Chinese. $2 sell-out record at Tremont, Boston Opens soon Philadelphia, Chicago, Frisco. HALLELUJAH at two $2 N.Y. houses, Embassy and Lafayette, is a solid sell-out. DYNAMITE continues merrily at $2 Carthay Circle, Los Angeles. MARIANNE (Marion Davies) opens $2 run at Mayan, L.A. *Ain't we got fun! Ain't you got hits!*

METRO-GOLDWYN-MAYER

Always there with the goods!

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2

IT'S IN THE BAG, BOYS! WATCH M-G-M!

Never such a succession of box-office triumphs—and it's just the beginning—

1—OUR MODERN MAIDENS (*Joan Crawford*)

Even greater than "Our Dancing Daughters" and beating "Dancing Daughters" record In DETROIT it's so big at the Michigan Theatre that it's being put into the Madison for a extended run. STATE, LOS ANGELES wires: "Smashed all house records, beating 'Singl Standard' which held record previously." PALACE, NEW HAVEN wires: "Playing t record-breaking business. Equals 'Dancing Daughters' at box-office and with audiences." STATE, LOUISVILLE wires: "Box-office sensation. Standees all day." PALACE INDIANAPOLIS wires: "Largest capacity in months." North, East, South, West it's a gold mine.

2—HOLLYWOOD REVUE (*25 Stars—Chorus of 200*)

ASTOR, N. Y. sold out every performance since opening with standees matinee and night. Advance sale biggest in Astor history. Midnight Show added. $2 smash hit!

TREMONT, BOSTON. Never such an opening in all Boston show history. Traffic riot, police holding back crowds unable to pack into S.R.O. house. Biggest advance sale ever heard of in Boston. At $2 it's on the way to fame and fortune.

GRAUMAN'S CHINESE. Continues its amazing $2 engagement. Opening soon PHILADELPHIA, CHICAGO, FRISCO and elsewhere.

3—HALLELUJAH (*King Vidor's Daring Negro Drama*)

Playing day and date in two $2 New York theatres, EMBASSY and LAFAYETTE and solid sell-out with standees at both houses. Midnight shows added.

4—DYNAMITE (*Cecil B. De Mille's $2 Smash*)

Continues its great run at $2 Carthay Circle, Los Angeles, to tremendous business. The greatest De Mille box-office hit of years.

5—MARIANNE (*Marion Davies $2 picture*)

Opens Mayan Theatre, Los Angeles, Sept. 5th for advanced price engagement. The surprise musical romance that's on the way to a grand and glorious clean-up!

METRO-GOLDWYN-MAYER

THE METRO-GOLDWYN-MAYER LION — THE GREATEST STAR ON THE SCREEN

Clicking 'em out!

An Important Message for Exhibitors with Houses not yet Wired for Sound

50 PARAMOUNT QUALITY SILENT PICTURES for 1929-30

Paramount's leadership of this business has been built up on a policy of serving *all* types of theatres at all times with a steady flow of quality product. Today that means SILENT as well as TALKING pictures. ¶ We announced 50 Quality Silent Pictures for 1929-30, fully up to the splendid standard that has made Paramount paramount. We're delivering. ¶ A big organization devoted exclusively to the production of silent pictures is in full operation at our studios. The pictures are not hand-me-downs from the sound sets; they're Paramount quality box office attractions in every sense of the word. ¶ They're the pick of Paramount's New Show World specials and productions starring such well known box office personalities as Harold Lloyd, Clara Bow, Charles "Buddy" Rogers, George Bancroft, Gary Cooper, Richard Dix, William Powell, Nancy Carroll, Evelyn Brent, Richard Arlen and others. ¶ Also Paramount Silent News, twice weekly.

THE NEW SHOW WORLD, SOUND AND SILENT

GREAT NAMES

Pioneering in this great new art

SOUND Pictures, the new art in the moving picture industry, is drawing thousands and thousands of people to the theatre each day.

Theatres equipped with the Northern Electric Sound System are able to show to the public the latest pictures of the leading companies.

Northern Electric Sound System embodies all the latest developments of sound reproduction and projection. It is installed, maintained and serviced under the supervision of experts.

Suitable equipment for both synchronous and non-synchronous types are available.

Our Research Products Sales Department, 637 Craig St. West, Montreal, Que., will be glad to give you full information.

Northern Electric

The VOICE of ACTION

SOUND SYSTEM

Canadian Moving Picture DIGEST

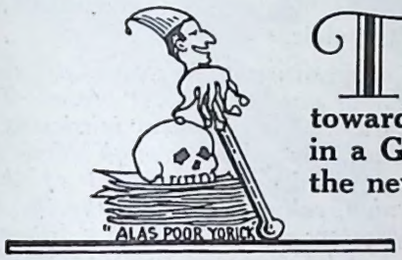
Established in 1915 for Exhibitors
Subscription: $5.00 yearly
Telephone: Trinity 1481
Cable: Ontocanada

RAY LEWIS
Editor and Managing Director

Published by Canadian Moving Picture Digest Company, Limited
259 Spadina Ave. - Toronto
London Office
80-82 Wardor St., W 1

Vol. 21, No. 20 | TORONTO 2, CANADA | September 14th, 1929

Warner Brothers' Humanity



THE WARNER BROTHERS appear to never lose sight of the fact that The Lord God made them a Brotherhood, that this spirit which they express towards each other in their family life, shall manifest itself in a Greater Brotherhood which embraces Mankind. When the news of the dreadful massacre of Jewish men, women, infants, was flashed across the world, Warner Bros. were among the first to offer their theatres for Benefit performances for a Relief Fund.

The Digest sent out an appeal for theatre co-operation across Canada on the Palestine Emergency Relief Campaign. The response has been so spontaneously given that The Digest can only reiterate what Browning, the poet, so beautifully expressed, "God is in the heavens, all's well with the world."

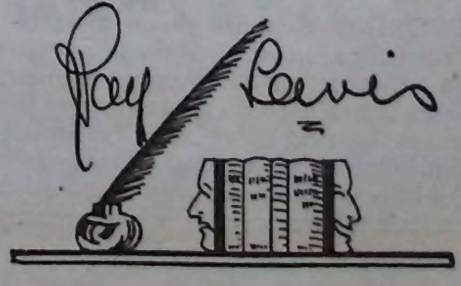
The appeal to Warner Bros. was made when it was found that the many theatre owners across Canada were particularly anxious to use the Warner Bros. pictures for Benefit performances for the Palestine Relief Fund Campaign, because of their popular appeal. Al Jolson's pictures, "Noah's Ark," are among the favorites.

The cry of the Jewish martyrs in the Holy Land has not been in vain. Mr. E. F. Albee's Theatre, Brooklyn, is also among the first to give a benefit performance. Mr. Albee needs no introduction in the Realm of Philanthropy.

What is as sweet to my soul, as honey is sweet to the tongue, is the response which The Digest's appeal has received from Hebrew and Christian, who are united in extending their co-operation!

The Famous Players Canadian Corporation will be giving benefits in many of their leading theatres across Canada. At the Uptown, Toronto, Jack Arthur is running a big midnight show on Tuesday, September 24th, and presenting, through the co-operation of Warner Bros., Al Jolson in his new picture, "Say It With Songs," which has not yet been released in Canada. At Ottawa, Joe Franklin, of the R.K.O., is presenting a benefit performance Wednesday, Sept. 18th, at his theatre.

At the Princess, Montreal, Joe Lightstone of the Consolidated Amusements, is giving a benefit performance. Harry Alexander, of the Park; Walter Davis, of the Metropolitan, Winnipeg; Walter Golding, of the Imperial, St. John; Mr. McAdam, of the Casino, Halifax; Joe Cohen, of the Garden, Toronto; and many other managers are giving midnight, or Sunday shows, the theatre covering the expenses, the exchanges donating the pictures, and the entire proceeds going to the relief of those refugees, who live to weep and wring their hands at the destruction of the Holy Land, the death of those Idealists, those young students who lay down their lives for the perpetuation of the Holy Word. Some of these refugees lost their dear ones, but they will live to uplift Palestine from this (Golles) tragedy which has overtaken the Children of Israel. They will rebuild all that has been destroyed through the response which the world is giving to their cry for help, and not least among the givers is the Industry of Motion Pictures, the players and Showmen of the Amusement Enterprises of the world.



RAY PRESENTS

RAY LEWIS

I HAD an interview with Mr. N. L. Nathanson, Managing Director of the Famous Players Canadian Corporation. It cost Mr. Nathanson $1,500.00, which made me happy, Mr. Nathanson happy, the Palestine Relief Fund Committee happy; and all the Industry, which is responding so magnificently as The Good Samaritan, happy. So since everybody is happy, let's get down to Show Business.

I wanted to know all about Mr. Nathanson's visit to England, which is supposed to have been a holiday; and which he insists was only in the nature of a holiday, however, Mr. Nathanson had an opportunity to look over the British Film situation; and he explains that it looks most promising.

A RECENT interview in The Toronto Daily Daily Star, covering several columns, and written by the estimable and literary Mr. R. E. Knowles, gave the public a more intimate close-up of "N. L." than the public has hitherto been aware of.

The article called Mr. Nathanson the Director of Much! If Mr. and Mrs. Public spent a day in his office they would realize just about "How Much," but I am afraid that the public might be desirous of a less strenuous method of recreation than watching Mr. Nathanson work.

How some of our showmen live through the capacity of work which they do is inconceivable. No business in the world, outside of our Industry, demands as much from its Governing Heads. Of course it was no child's play to build up in Canada, after one company had had the misfortune to "come a cropper," an enterprise such as the Famous Players Canadian Corporation.

The stock on the market at the present time is a leading feature. It is predicted it will reach $100.00. *It has already been split several times; and at the present price Famous common stock stands around* $300.00 *a share.*

A COMPARISON with other Industries gives Famous the advantage. What it took to obtain this objective, what it takes to sustain the present position of Famous, only Mr. Nathanson and his close associates know. There are many factors in our Industry to be taken into consideration, conflicting factors.

OPPOSING elements which must be adjusted, reconciled, satisfied in building up a theatre, a producer, or distributor organization. The results are not always satisfactory, for in addition to the management of a theatre enterprise, there are as many outside troubles, which are directly and indirectly connected with a producer, distributor and exhibitor combination, as there are worries which directly concern themselves with its Trade and Commerce angles in relationship to its public.

The Labour situation has certainly upset the "even tenor of our ways." At present Toronto is threatened with a theatrical musicians' walk-out. "Word has gone through New York," states Bert Henderson, President of the Musicians Union, calling out on strike the moving picture operators in the Alhambra, Bloor, Park, Madison, Capitol, Bedford and Belsize Theatres."

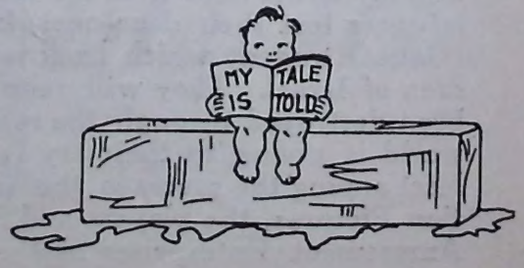
SITUATIONS of this kind repeatedly arise. The present difficulty has been precipitated by the advent of "Talking Pictures." with their musical synchronizations.

In our Show Business a situation of this kind eventually comes to the Managing Director for adjustment; and he is expected to be the superman, to find a way out.

I have watched some of the leaders of our Industry work, while interviewing them in their offices. I have grown tired watching how much they are called upon to do. If anyone is labouring under the delusion that they have acquired their money easily, it is my opinion that they earned it by the "sweat of their brow;" and paid a big price for their apparently economic independence.

HOWEVER, to return to Mr. Nathanson, he is no different than the rest. An interview reveals him in a veritable vortex of work. I managed between twenty phone calls, including long distance, advice to executives on everything from a "pin to an elephant in the realm of Show Business," to learn that what Mr. Nathanson does not tell you is more important than what he tells you; (in an interview) and if he says he only had a holiday in England, why should I say that he thinks it is a holiday to work?

Mr. Nathanson states that English capital in various channels will flow into Canada. That England has her great opportunity now in establishing a British Film Industry of world magnitude. That England possesses the "cream" in histrionic ability, a literature for screen adaptation which is unrivalled; and a financial background to support her Film Enterprise which will soon "Sound" its power.



Overtime... for your ticket register

Sound as a novelty is out of the running. The day of quality is here. Poor reproduction drives the public away. Good reproduction draws it *in*. Inevitably, therefore, the public is responding to RCA Photophone with a patronage that keeps ticket registers clicking overtime.

Created by a group of electrical and acoustical manufacturers who have contributed most to the public's appreciation of tone quality, RCA Photophone represents the furthest advances in the art of sound recording and reproduction.

In no other organizations in the world is every other consideration more completely set aside for the attainment of the highest possible quality and precision than in the laboratories of the Radio Corporation of America, the General Electric Company and the Westinghouse Electric & Manufacturing Company, manufacturers of RCA Photophone. It follows that the sound equipment of these manufacturers permits of value-giving in excess of every other standard.

When you purchase an RCA Photophone, you are buying more than merely a sound system. You are making a *lasting* investment in a quality *tone* system that will give you a sense of security at all times—that is built right and priced right.

For sound, *as it should sound*, contract now for RCA Photophone. It will enhance the prestige of your house . . . and expand your profit account.

RCA PHOTOPHONE INC. SOUND EQUIPMENT

RCA PHOTOPHONE, Inc.

411 FIFTH AVENUE · NEW YORK, N.Y., U.S.A.

Selling Agent in Canada For

CANADIAN GENERAL ELECTRIC COMPANY, LTD.
AND CANADIAN WESTINGHOUSE COMPANY, LTD.

Looking Them Over

"Noah's Ark" and "Four Devils"

"NOAH'S ARK" a Warner Bros. super-feature with Dolores Costello, Noah Beery, George O'Brien, Louise Fazenda, Nigel de Brulier, and a host of other fine artists is closing a two weeks' engagement at the Tivoli Theatre, Toronto; Tom Daley, Manager; where it played to packed business.

"NOAH'S ARK" is a most ambitious effort. It certainly will add to the fame of Warner Bros., and the quality of this company's Trademark. There is much, very much which is mighty and colossal about "Noah's Ark."

The Biblical scenes which relate themselves to the Flood Episode are magnificently portrayed. You, who remember the Biblical scenes presented in The Ten Commandments, will have an opportunity to see this former effort to picturize The Holy Bible, surpassed in the presentation of "Noah's Ark."

OF COURSE it is difficult to make a modern sequence powerful enough to dovetail in with the Samsonian Strength of the Flood episodes, but the director of "Noah's Ark," Michael Curtiz, is a showman; and instead of running the Biblical scenes concurrently, and following with the modern aspects of the story, Curtiz breaks into the Biblical scenes with modern sequences, using the Biblical dressing whenever it is necessary to build up a powerful climax. The result achieves the aim of the director. It keeps the picture balanced in strength, with but very minor lapses.

THE WAR theme with its love interest furnishes an interesting interlude, and the linking of the characters from their Biblical setting to this modern period is cleverly and rationally presented. The opening scenes with their kaleidoscopic medley of emotional and historical events proves a most compelling introduction. The picture is synchronized and has some dialogue, where it is silent the scenes are so varied, so stupendous and arresting as to necessitate a silence to appreciate them.

NATURALLY those who go to see "Noah's Ark" need not expect to see "Hottentot Sue." The picture is just what its title suggests; and will appeal to those who are invited by its title. I congratulate Warner Bros. on "Noah's Ark," if I were a producer I would be proud to say I was responsible for such a production.

DOLORES COSTELLO as the "handmaiden in Noah's house" and the German sweetheart of her American hero, was lovely to look at; and did excellent work. Noah Beery's performance as the Egyptian King and again as a Russian Secret Service officer, had the earmarks of Noah Beery's histrionic ability. Nigel de Brulier as Noah; and again as the Figure of Peace in the World War was an inspirational impersonation. George O'Brien caught the spirit of the Old Testament as a son of Noah, and also did consistently good work through the modern addition, as did the other players. Louise Fazenda, who helped our lovers escape; and incidentally and amusingly furnished a merry love-scene with an American soldier on her own, was her usually bright self.

THE CHILDREN will love the scenes where the animals, two by two, march into the Ark, in fact it would have to be a much picture-satiated patron who would not revel in "Noah's Ark" all the way through, despite some of its grim realism!

"FOUR DEVILS," Fox super-special, featuring Janet Gaynor, Uptown Theatre, Toronto—Nelson Shea, Manager.

Murnau is the director, which means "nuff sed," but we are going to talk some more, since "Four Devils" is a real thriller with all the touches of greatness.

"FOUR DEVILS" is a succession of circus events, each an atmospheric background to the unfoldment of a story, which has as its characters of interest a clown and his adopted family, two boys and two girls, whom he has trained into acrobats of fame, after he has rescued them from the tyranny of a circus proprietor. Circus life in the circus, and as it relates itself to the private life of the people of the circus is unfolded in this story.

THE CIRCUS scenes are as interesting, as is a circus, on a colossal scale, to any human, who has not become "flat, stale and unprofitable," as far as his sense of being entertained is concerned. The circus scenes are in reality as much fun as a circus; and throughout we find the deft and light hand of Murnau pulling the strings of his marionettes; and delighting the audience with their capers.

THE VAMPIRE is there, as old fashioned as is the Theda Bara vamp of bygone days, that is, the "vamp" of "Four Devils" is a "regular vamp." She looks and eats "passion" as her daily bread; and one can easily understand that a week of love's rhapsody with this "vamp" would be enough to not only make an acrobat fall from his perch, but would prove the undoing of even "Tarzan of the Apes."

BOY, how that gal loved to love and be loved; and we must say she was a good picker! However; our hero realizes that "all is not love which lingers," and he returns to his little acrobat sweetheart (Janet Gaynor) one of the "Four Devils," but really an angel in disguise, telling our "vamp," who has a million dollar setting as an alluring background, that he is through.

THE SUSPENSE which governs the acrobatic feats of the "Four Devils" is gripping. Murnau keeps you ever on the anxious seat; and even at the finale eschews the conventional by making his audience go away wondering whether our hero will be obliged to nurse his little sweetheart, owing to her fall during a performance, or whether the realization of the love of her hero will mend her broken bones as it heals her broken heart.

THE STORY has been adapted from the novel by Berthold Viertel.

Janet Gaynor is a "darling" all the way through. What greater compliment could I give this charming little actress? The cast which includes the principals, Charles Morton, Nancy Drexel, Barry Norton, etc., is a most adequate one. The story is synchronized, opening with a theme song, and has some dialogue. Where it is silent, one does not miss the lack of conversation.

Observations — The Spotlight — By The Editor

THE RADIO INDUSTRIES OF CANADA, Limited, has installed Photophone Model P T 5, Synchronous Disc and Sound Track-on-Film equipment in the Grand Theatre, Melfort, Sask., this month. Delivery before Sept. 30th is guaranteed, and equipment has already been shipped by Radio Industries from the Phototone factory. The Grand Theatre at Melfort is managed by Selma Assaly. The owner is T. J. Assaly, Miss Manager's father.

The Lyric Theatre, Lumsden, Sask., managed and owned by A. S. Balfour is to have a non-synchronous theatrephone installation this month from Radio Industries of Canada.

* * *

AN ONTARIO exhibitor sent me the following copy of a letter which was mailed to him:

Dear Sir:—

Do you read the Canadian Moving Picture "DIGEST," published by our old friend Miss Ray Lewis? Sometimes we wonder if Canadian Showmen really appreciate the Digest: they are frequently more apt to believe all the extravagantly colored advertising from across the "line" before they'll take a tip from Ray Lewis.

We recommend that you read it — every week. Ray Lewis is doing a lot of good for our Canadian Showmen by getting and publishing reliable information on Sound Equipment and what it does for you and to you. Give her credit for it: we do, because we know she is working along the right lines. So read the "DIGEST" — first!

One of the subjects you haven't heard much about in connection with Sound Equipment is SERVICE. Some manufacturers charge for it — every week, too — others talk about it, but did you ever hear of anyone giving SERVICE on all makes of Sound Equipment, regardless of where you purchased it or who from?

We do that; our organization is properly a SERVICE ORGANIZATION: we give you service at reasonable rates and very promptly, using competent and efficient engineers, the best in North America, on any make of radio, amplifier, loud speaker or sound equipment. When you can get "stuck," think of Radio Industries of Canada. If you don't believe us, ask Miss Ray Lewis at THE DIGEST.

Our Toronto office is at 211 Brock Bldg., in charge of Mr. Don Leitch. Keep it in mind: make a note of it. The attached price list is for your information, too.

Yours cordially,
RADIO INDUSTRIES OF CANADA LTD.
SIDNEY CHALU,
General Sales Manager.

* * *

THANKS, Mr. Chalu, for the tribute. Exhibitors and equipment dealers who are searching dictionaries for a definition of "Hokum" as it relates itself to salesmanship in Show Business, read this letter, it expresses The Digest's definition of "Hokum," "a sincere presentation of any idea in showmanship form giving it a news, entertainment, or emotional value, which awakens a public interest and response, making the idea saleable and acceptable."

* * *

IN THE SIDNEY CHALU salesmanship presentation, "Ray Lewis" is the "Hokum" or dressing utilized to sell Radio Industries of Canada's Service, and by this presentation Mr. Chalu attracts the attention of the Industry to his company's product, gets very much "observed" in The Digest columns; and incidentally and intentionally becomes a booster for The Digest, doing all of us a good turn, which again corroborates and substantiates our comments in connection with "Hokum" in salesmanship, that it is only "Hokum" when it serves a mutual benefit; and is thereby Service, differentiated from "Bunk," which only "takes" and gives "nothing" for value received.

* * *

WHILE we are on the subject of "Hokum," remember there is $25.00 waiting for any exhibitor, who is not associated with a Universal house, who will send in a definition of "Hokum," satisfactory to Mr. Laemmle. For this term is now causing the Universal President, Mr. Laemmle, and Universal in particular, and in general, some concern and The Digest being very fond of Mr. Laemmle, would like to give this "Hokum" bunch of showmen a definition which will inspire them to "Think of Another" idea which Ray Lewis will publicize; and pay exhibitors to think about. The offer expires Sept. 30th, noon, so get your definitions in to The Digest. Who knows but that Mr. Laemmle may be so pleased with your definition, you know he is to be the judge, that he may instruct your branch manager of Universal to hand you an extra bonus by way of free product.

* * *

"HOKUM" is worth thinking about and spending some effort to define, since the showman who uses it is the kind of a showman who is receiving the thanks of his patrons (who crowd his theatre) for serving the community so admirably.

* * *

THE ROSELAND THEATRE, New Glasgow, N. S., closed its doors for the installation of Talking equipment. The Academy opened its doors on Friday, September 6th, taking care of the regular show until further notice.

* * *

THE PERKINS ELECTRIC COMPANY, Limited, is now completing Cinephone installation in the Lord Nelson and Napoleon Theatres, Montreal, The Elite Theatre, Granby, Que.; and the company's engineers are now making an installation of Cinephone equipment in the Doric Theatre, Toronto. The Quebec Board of Censors has also installed Cinephone in Montreal.

The Toronto branch of the Perkins Electric Company has sold Simplex Projectors to the Regent, Peterboro; the Photodrome, Aster, Bonita, and Duchess Theatres, Toronto.

There appears to be a great deal of talk in connection with Cinephone. Those who have heard this equipment operate state that its tone is unrivalled and that it takes its place with the best equipment available.

What Tiffany's Franchise Means to Exhibitors

THE TIFFANY PRODUCTIONS OF CANADA, Limited, are about to inaugurate a campaign covering all the exhibitors of Canada with a five year's Franchise program that takes the "kick" out of every "kick" exhibitors have been accustomed to register on the question of securing quality product on equitable terms.

There has been so much adverse comment in connection with the "sound" and "talking picture" situation, that Tiffany conceived the idea of the Franchise Plan as a means of solving the problem of delivering "Talking Pictures" to exhibitors at a price which they said they could afford to pay.

The Tiffany policy in Canada is out to sell its product to all exhibitors on a Franchise basis, whether these exhibitors are operating independently or have affiliations with other theatres. The proposition is a business one. Reading the Franchise even the most biassed individual must admit that it gives both exhibitors and distributors a fifty-fifty break. It is as square and as fair, as economically sound as any proposition involving Trade and Commerce in this Industry, can be.

Neither producers, distributors, nor exhibitors are in this business for their health. All of us are interested in doing business on a profitable basis. A business proposition, which has a mutual advantage is always a good proposition; and bound to result in profits. No business deal which gives the advantage to one party to the detriment of the other is sound or lasting; and such results must prove eventually disadvantageous to all concerned.

The Franchise plan is not a new one to our Industry. It was successfully exploited by Associated First National. It arrived at a psychological moment. It saved the situation. The Tiffany Franchise Plan may prove its worthy successor. I believe that it is an excellent proposition and goes to prove that no exhibitor can be put out of business, nor can any independent producer, or distributor, providing they find ways and means with which to remain Showmen!

The Franchise Plan proves that product is not "sewed up," and that exhibitors are not restricted in their independence.

The Tiffany Franchise Plan arrives at a psychological moment also; and defeats the purpose of any government investigation relative to Monopoly.

—EDITOR.

Here are the salient points governing the Tiffany Franchise for Canada:

1. Distributor grants for a five-year period license for the exhibition of sound or silent feature and short products.
2. Exhibitor accepts license provided that exhibition price shall include all synchronization and score fees or other charges. Also 60-day cancellation is incorporated in event of non-delivery of the minimum number of sound feature motion pictures guaranteed.
3. Exhibition value of films are determined by five representatives of the franchise holders and the distributor but in no event can such exhibition value exceed an average of $750,000 per picture in any given year. "The average exhibition value for the year 1929-30 has been agreed upon between Tiffany Productions and the exhibitor leaders not to exceed $500,000 per picture." Short subjects $60,000 average.
4. Exhibitor shall exhibit the pictures only at the theatre contracted for and for the number of days specified, unless arrangement is made with the distributor for additional days of exhibition and written approval for such additional exhibition given.
5. Distributor has the right to select certain pictures for road showing, not more than six pictures to be road shown during the first year nor more than 50 per cent. in any subsequent year. "This phase of the contract particularly incorporated to enhance the value of the product generally by such road showing."
6. Protection clause same as standard exhibition contract in so far as run, etc., is concerned.
7. Exhibitor is not required to exhibit over 52 feature motion pictures and like number of short subjects in any one year. In the event the company releases less than 26 pictures in any one year, exhibitor has the right to cancel franchise pursuant to Clause No. 2. In event distributor releases an excess of 52 pictures, then the five exhibitor representatives and the distributor shall make selections and indicate which 52 features shall constitute the features to be exhibited under the franchise.
8. Distributor's warranty as to delivery of prints.
9. Exhibitor's warranty as to return of prints and appurtenances in good order.
10. Method of determining play dates same as standard exhibition clause with usual availability notices, etc.
11. Damages for loss or destruction of film are determined as follows: Actual cost of replacement plus one-half cent per foot of film, 10 cents per record shipping case, the latter amounts to cover telegrams, express or other expense in addition to actual replacement cost.
12. Distributor and exhibitor have an equal right to cancel this franchise upon the merging of exhibitor with a circuit or the distributor with another distributor or upon sale by the distributor to another distributing company or upon sale by the exhibitor to another exhibitor.
13. In case exhibitor erects or acquires new theatres in same town or zone, distributor may require exhibition of its pictures in any such theatre.
14. Distributor reserves the right to use various methods of recording sound. This Clause necessary on account of agreement signed by distributor with RCA or other recording company.
15. Exhibitor shall mention the name of distributor in his announcements and advertisements and he must not advertise any picture before the prior run in his city or zone.
16. Exhibitor must pay tax, fee or other like charges demanded by city or state on positive prints and appurtenances.
17. Distributor and exhibitor waive right to damage in case of delayed performance of the contract by reason of accident, strikes, insurrection, etc. Same clause that has been in effect for several years.
18. Right of exhibitor to cancel franchise in case of bankruptcy or assignment for the benefit of creditors, etc., on the part of the exhibitor.
19. Right of distributor to cancel franchise in case of merger, consolidation, etc., on 60 days' written notice.
20. At the end of the first year the exhibitor or the distributor have the right to appeal to the local appeal committee for readjustment of exhibition rates. If necessary or desired, an appeal can be made from the decision of this appeal board to the national appeal board consisting of a representative of the distributor, James Earl Lawson or his nominee, and one other individual to be selected by these two, which decision will be final and binding on both parties.
21. Provisions pertaining to silent product. Distributor does not warrant or guarantee to deliver 26 silent versions of features nor 26 silent versions of short subjects under this franchise but exhibitor definitely agrees to accept as many silent versions as distributor may release up to 52. However, if exhibitor has purchased a franchise for silent product and later installs sound equipment, it is definitely agreed by both parties that exhibitor will play all sound product released by distributor up to the 52 stipulated, pursuant to the terms covering the exhibition of sound product.
22. In the event exhibitor installs sound equipment, franchise pertaining to sound product shall be effective hereunder by giving 30 days' notice and obligation for silent product is automatically waived.
23. No understandings, verbal or otherwise, other than those incorporated in the franchise are binding on either party and any modification is not valid unless executed by distributor and exhibitor in writing at their offices through their duly authorized officers.

ANNOUNCING TIFFANY - - - -
SPECIAL PRODUCTIONS FOR FALL RELEASE

TIFFANY- - - - present a list of Special Productions for Fall Release (all dialogue)—the first of their releases on their program of 26 pictures for 1929-1930.

Quality, story value and box-office draw are the fundamentals of the productions announced.

Within a short time Tiffany - - - will make a further announcement of the remainder of their production schedule.

The Franchise Plan as fully announced presents a program of operation unequalled in its co-operative spirit; and makes both producers and exhibitors partners in a Sound Economic Business Proposition.

All of which graphically shows that Tiffany - - - in their selection of story material, stars and directors, will deliver during the forthcoming year, one of the best programs ever offered to an exhibitor.

TIFFANY TONES

THE MARK OF QUALITY

Tiffany Productions of Canada Limited

Emancipation for th

TIFFANY

A Franchise Without Strings

TIFFANY PRODUCTIONS OF CANADA LIMITED, takes Pride in presenting an Amazing New Plan that comes with the Amazing New Era in Motion Pictures.

TIFFANY offers Every Exhibitor in the Dominion of Canada a Franchise of Tremendous Value to Him. Details are Plain. Read Them.

1. We take all Risks. You Assume None.

2. Exhibitor Obligates Himself Only to Play a Maximum of FIFTY-TWO Franchise Features and FIFTY-TWO Short Subjects per year, and a Minimum of 26 Franchise Features and 26 Short Subjects. He Takes no Responsibilities as to production.

3. Exhibitor is assured FIVE YEARS of Finest Box-Office Attractions.

4. Tiffany Stands Behind Its Great Franchise Plan with every Facility for Exhibitor in the way of Advertising, Publicity, Exploitation.

Investigate Our Production Programme for 1929-30, shown on the following pages.

Take Full Advantage of This Remarkable Franchise Offer.

Get in Touch with Your Nearest Tiffany Exchange and Obtain Complete Details, or Communicate Direct with our Toronto Office, 277 Victoria St.

All in Dialogue and Sound, with R.C.A. Synchronization.

NOTE Acceptance of the Tiffany Franchise is entirely voluntary on the part of Independent Exhibitors. The proposition through allied negotiations comprising 15,000 theatre owners is open to all exhibitors regardless of organization affiliations.

Tiffany Productio

277 Victoria Street
Toronto, Ont.

12 Mayor Street
Montreal, Que.

158 Union Street
St. John, N.B.

dependent Exhibitor

ANCHISES

TIFFANY PRODUCTIONS
OF CANADA LIMITED

The Better Entertainment

ANNOUNCE the first TEN of 30 special productions to be released during 1929-30 available under the new Franchise Plan

Mae Murray in "Peacock Alley"
The "Orchid Star" who recently has been breaking box-office records in personal appearances, will be seen and heard and dance in this daring, spicy extravaganza, adapted and supervised by Carey Wilson.

"Dangerous Business"
Edwin Balmer's story of "Party Girls" sent out as "love rivals" against "business rivals" . . . Published serially in Cosmopolitan, and a "best seller" as a book . . . Unlimited exploitation on this Victor Halperin Production.

"The Lost Zeppelin"
With Conway Tearle, Virginia Valli, Ricardo Cortez, Love and adventure . . . A husband's sacrifice . . . A wife's infatuation for his friend . . . And then the giant Zeppelin . . . Lost, with the rivals on board . . . Directed by Edward Sloman.

"Troopers Three"
Written by Arthur Guy Empey, author of "Over the Top." Stories of the Infantry, Navy, Aeroplanes, there have been a-plenty. But what of the Cavalry? Here it is, with all the thrills of unbelievable horsemanship, and a smashing heart story.

"Painted Faces"
With Joe E. Brown, Helen Foster, Wallace MacDonald and a big cast. Sawdust and canvas, clowns and acrobats . . . a kaleidoscope of action and thrills. Directed by Albert Ray. Story by Frances Hyland.

"Women to Women"
With Betty Compson, George Barraud, Juliette Compton. Adapted by Nicholas Fodor from the big stage play. Directed by Victor Saville. A Gainsborough Production.

Leo Carillo in "Mister Antonio" With Virginia Valli
A Booth Tarkington play in dialect for the one and only Leo. A lowly youth's love against a rich man's hypocrisy . . . Heart throbs, fun, pathos. It's tremendous.

"The Enchanting Melodie"
An All-Color Technicolor feature . . . Alluring girls . . . Romance . . . Music . . . Dancing . . . It's sure-fire.

"Kathleen Mavourneen"
With sparkling Sally O'Neill and a great cast. It's a broth of a story about folks from the Emerald Isle who are in the U.S.A., with all their humor and love and fineness. Directed by Albert Ray.

"The Medicine Man"
With a star cast. From the stage play by Elliott Lester. He dresses like a prince and is called a quack. While he's "curing" others a girl gives him "heart illness." It's a laugh and a sob and a thrill.

ALL IN DIALOGUE AND SOUND, WITH RCA SYNCHRONIZATION

OUR COLOR SYMPHONIES

One-reel subjects, photographed in Technicolor. Each with an unusual story. They are: "Viennese Melody," "Songs My Mother Taught Me," "Minuet," "The Cossacks' Bride," "The Sacred Hour," "Temple Bells," "Tales of Araby," "A Modern Cinderella," "The Mountain King," "A Song of India," "Pharoah's Daughter," "In Old Madrid." Twelve others will be announced.

$15,000,000 Appropriated for Production is Your Guarantee of Quality

f Canada Limited

Exchange Bldg.
nipeg, Man.

212 Traders Bldg.
Calgary, Alta.

1218 Burrard Street
Vancouver, B.C.

MAE MURRAY in "PEACOCK ALLEY"

The personality that many imitate but only Mae Murray possesses—in an ultra-modern production, smart, original, beautiful—daring, spicy, racy!

With dialogue and songs—exotic dances—lavish settings—a bewildering display of bizarre Mae Murray costumes. And a recording voice as vital as her individuality!

The story is a frank, honest, fearless treatment of today's divorce problem. Written and supervised by Carey Wilson.

LEO CARRILLO in "MISTER ANTONIO" with VIRGINIA VALLI

Introducing the great stage star to the talking screen in a Booth Tarkington play made famous by Otis Skinner.

A story of loving and living, told with sparkle and spunk—its hero a kindly, amusing, traveling organ grinder, whose philosophy is to return good for evil.

Supervised by Carey Wilson—with a great cast including Gareth Hughes, Betty Francisco, Frank Reicher and Eugenie Besserer. Directed by James Flood. Screen adaptation and dialogue by Frederic and Fanny Hatton.

"TROOPERS THREE"

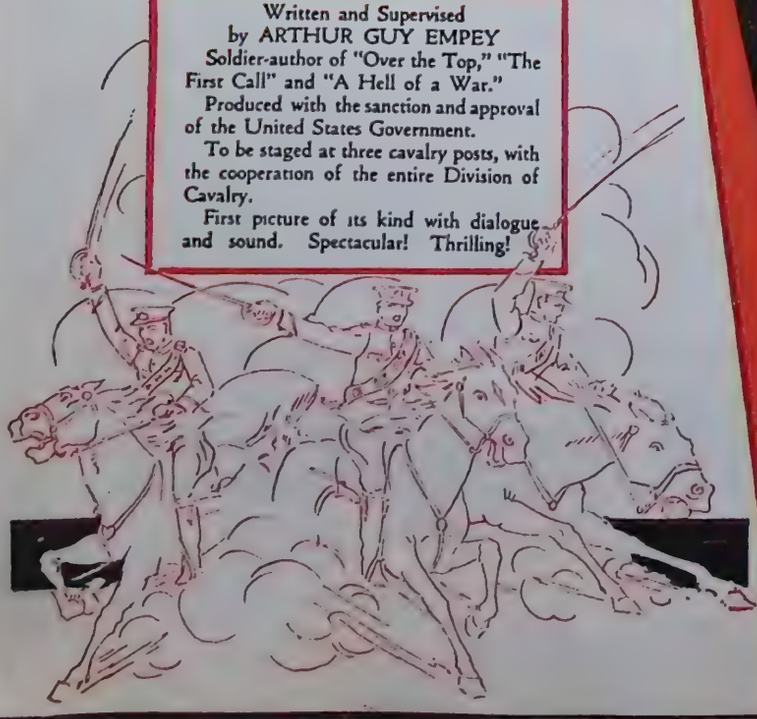
Written and Supervised by ARTHUR GUY EMPEY

Soldier-author of "Over the Top," "The First Call" and "A Hell of a War."

Produced with the sanction and approval of the United States Government.

To be staged at three cavalry posts, with the cooperation of the entire Division of Cavalry.

First picture of its kind with dialogue and sound. Spectacular! Thrilling!



TIFFANY-STAHL PRODUCTIONS

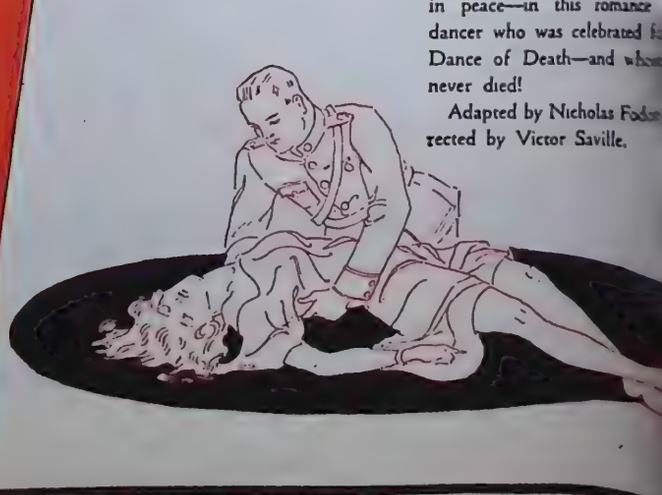
"WOMAN TO WOMAN" WITH BETTY COMPS

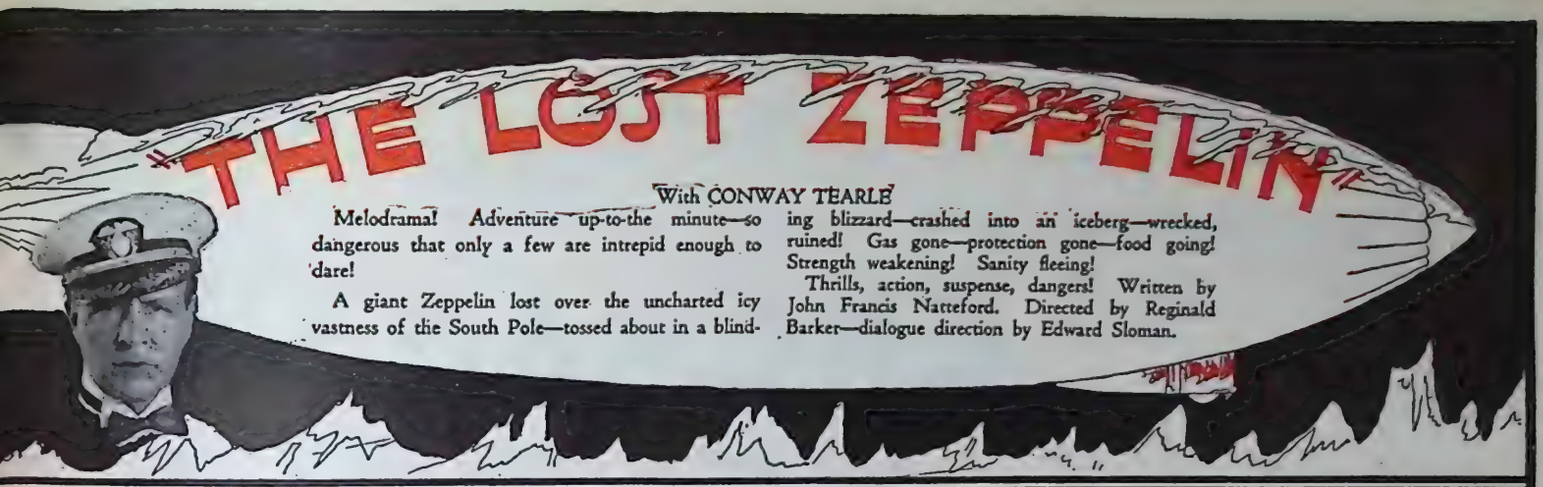
A dialogue screen version o play by Michael Morton.

A powerful drama of a ma two women—one his wife, the his son's mother.

Paris in war time—then L in peace—in this romance dancer who was celebrated f Dance of Death—and who never died!

Adapted by Nicholas Fodo rected by Victor Saville.





"THE LOST ZEPPELIN"

With CONWAY TEARLE

Melodrama! Adventure up-to-the minute—so dangerous that only a few are intrepid enough to dare!

A giant Zeppelin lost over the uncharted icy vastness of the South Pole—tossed about in a blinding blizzard—crashed into an iceberg—wrecked, ruined! Gas gone—protection gone—food going! Strength weakening! Sanity fleeing!

Thrills, action, suspense, dangers! Written by John Francis Natteford. Directed by Reginald Barker—dialogue direction by Edward Sloman.

SALLY O'NEIL in "KATHLEEN MAVOURNEEN"

From a famous stage play by DION BOUCICAULT

Witty, sparkling dialogue—tuneful new songs and bits from old Irish ballads. Tuneful, tearful, cheerful.

Continuity and dialogue by Frances Hyland. Directed by Albert Ray. With Charles Delaney and Robert Elliott.

"DANGEROUS BUSINESS"

Millions have read and thrilled to Edwin Balmer's story—published serially in Cosmopolitan magazine and as a novel.

A sensational story of romance entangled with business intrigue—dramatically, daringly, swiftly told—with exciting emotional clashes and thrilling physical action.

"PAINTED FACES"

WITH

JOE E. BROWN

Sawdust and canvas—clowns and acrobats—snake charmers and hoochie coochie dancers—barkers and caliope—all are there in the kaleidoscope of color and medley of cacophony that thrills young and old when the carnival comes to town.

Helen Foster and Virginia Bradford supply the comedian with two beautiful leading ladies. Frances Hyland wrote the story—a romance of a clown. Albert Ray directed.

"THE MEDICINE MAN"

From the Stage Play by ELLIOTT LESTER

Spiced with humor and clever Broadway patter—cunningly blended with melodrama and romance! Woven about a central figure that will hang a new portrait in the gallery of screen characters.

A role for a great actor—and only a very great actor will be given the role.

The Medicine Man travels in a crazily-painted Ford and sells snake oil and "cure-alls," but the thing he loves best to do is to rescue beauty in distress!

The ENCHANTING MELODIE

An All-Color Technicolor Feature

"The Enchanting Melodie" (temporary title) will have a powerfully dramatic love story for a background—to be set in an exquisite frame of color and music—woven into a tapestry of entertainment de luxe with—

Lilting, tuneful music—lively and whirlwind dancing, lovely and alluring girls, colorful and original costumes, magnificent settings, marvelous natural scenery.

A riot of color—beauty—music—drama and pep!

TIFFANY COLOR SYMPHONIES

Twelve single-reel subjects in sound—for Fall release—twelve others to be announced later.

"Viennese Melody"

"Songs My Mother Taught Me"

"Minuette"

"The Cossack's Bride"

"The Sacred Hour"

"Temple Bells"

Short subjects of beauty, charm, novelty and distinction—photographed in Technicolor.

"Tales of Araby"

"A Modern Cinderella"

"The Mountain King"

"A Song of India"

"Pharaoh's Daughter"

"Old Madrid"

Tiffany Productions of Canada Limited

God Bless Show Business

N. L. Nathanson Personally Contributes Fifteen Hundred Dollars to Palestine Relief

AGAIN the World of Showmanship rises to respond to an appeal for help. The Digest's S.O.S. call to theatreowners across Canda has been accorded a spontaneously warm reception.

N. L. Nathanson, Managing Director of the Famous Players Canadian Corp., has personally donated $1,500 to the Palestine Emergency Relief Fund, in addition Mr. Nathanson has, in conjunction with the Directors of the company, given many of the Famous theatres for benefit performances. Mr. Arthur Cohen, another official of the company, has co-operated splendidly by his excellent advice and in the arranging of theatres for benefit performances.

The following telegrams of co-operation are among the first received:

"Great idea going right after it God Bless You for your efforts."—Walter Davis, Metropolitan, Winnipeg.

Joe Lightstone of the Princess, Montreal, wired, "Will be glad to donate theatre, kind personal regards."

Walter H. Golding, of the Imperial, St. John, wires, "Happy and eager to co-operate with your plan."

J. M. Franklin, of Keith's, Ottawa, wires, "Glad to run midnight show, what date would you suggest, congratulations."

MR. LAWRENCE SOLMON, of the Royal Alexandra Theatre, Toronto, is Honorary Chairman of the Theatre Campaign in Canada. Mr. Solmon is at present working on a plan for an important contribution through his personal co-operation.

Wires are continually reaching our office offering help from theatreowners. A letter from Mr. Chris Georges of the Classic, Owen Sound, brought a check for $15.00. Mr. Sam Ulster, of the Photodrome, Toronto, phoned in he would run a benefit show.

THE FOLLOWING WIRE came from Sam E. Morris, Vice-President of Warner Bros.:

New York NY Sept 14th 1015AM

Ray Lewis
Canadian Digest Spadina Avenue Toronto

You may well understand Warner Brothers Pictures only too glad and willing co-operate exhibitors press and others in wonderful work being done Palestine Relief Emergency Fund and have asked Mr. Lyon make certain each office gives full co-operation stop Take this opportunity thanking you and others for interest in work you're doing in this worthy cause Kindest personal regards cordially.

SAM E MORRIS

GOD BLESS OUR SHOW BUSINESS which never falls down on an appeal sent out for the succour of Mankind. God Bless Our Showmen, our players, who give, give, give; and whose compensation is ever a Treasury of Gifts, ample sufficiently with which to give.

THE DIGEST continues its appeal for help. The campaign for funds for the Palestine Emergency Relief extends itself across the Dominion. The Digest thanks those who have offered their help, and who are helping. Where is the press of our Industry editorially in this campaign? This press is in many instances controlled by Hebrew owners, but regardless of its racial affiliation, it is supported by men who are eager to co-operate, whether they are Christian, or Jew!

THE DIGEST has been searching the press of our Industry for appeals, and is a little surprised that publications in our Industry have not been imbued with the spirit which has moved The Digest to offer such co-operation and help which is within its power. It is not too late. The Digest appeals to our publications to co-operate with this campaign for funds. The power of the press is infinite. The Industry's press can go forth like the Angel of Gabriel, blowing a Trumpet so mighty in its tone, that the entire world of showmanship may be aroused to help.

TO THOSE who have so nobly, so willingly, and graciously, with such expressions of kindness responded to The Digest's appeal, Ray Lewis gives her personal thanks; and can only say, "May The Lord Bless You," May the Lord Cause His Face To Shine upon you — May the Lord Give you your heart's desire, and Bring you Peace."

THE CRY of the Jewish martyrs from the Holy Land has not been in vain. The Palestine Emergency Relief Fund will receive a substantial contribution for its mission of mercy from the Show World. The response only goes to prove that no humanitarian appeal is ever in vain in the World of Showmanship. First to give, the spirit which has been born in the souls of the Showmen of the world, is indeed a divine inheritance.

THE LORD GOD Has Given unto a group of Men, a group of his Children, who wear the Masks of Comedy and Tragedy, the power to remove from Mankind its Masks of Pretence, of Affliction, of Age, and be again as little children laughing, or weeping at the joys, or with the sorrows of their fellowmen. Such capability of service has been given unto the charge of men and women who are most susceptible to any humanitarian appeal, to the Show People of Life!

OURS is a noble enterprise, despite the fact that the world has been inclined to call Showmen, vagabonds, vagrants, etc. It is not from the Aristocracy of the World that the Virtues of Life are born. Out of the Cradle of Democracy springs a child, full-armoured for manhood with a spirit of Service, and he gathers unto himself the simple souls, poor perhaps in wealth, but rich in spiritual content, as were the followers of all our religious Impulses and Ethical Concepts of Life. Disciples of The Lord God, ennobled and rich for Service; endowed therefor with a Kingly Power!

BUT aside from any religious value, which service to Mankind implies, Service is the only Real Value in Life, the only emotion which is Lasting; and which gives complete satisfaction; for the spirit of such Service permeates every impulse of life which is creative, and being creative lifts Man from the dust, making him at-one—with the Elohim! Please Help!

—RAY LEWIS.

NOW!!

For the Smallest Theatre

L. E. GOETZ'

Movie-Phone

Synchronous Disc Equipment

Deal No. 1 — **$395.00** — One Synchronous Disc Unit, ready to assemble, with all attachments, tone arm, pickup, volume control, but not including speakers, amplifier or tubes.

Deal No. 2 — **$645.00** — Same as Deal No. 1, but this model includes amplifier, tubes and two dynamic-cone speakers with baffles. Suitable for Theatres seating up to 500 people.

Deal No. 3 — **$790.00** — Two Synchronous Disc Units, ready to assemble, with all attachments, tone arms, fader, pick-ups, but not including amplifier, tubes or speakers.

Deal No. 4 — **$1040.00** — Same as Deal No. 3, but this model includes amplifier, tubes, two dynamic-cone speakers with baffles. Suitable for Theatres seating up to 500 people.

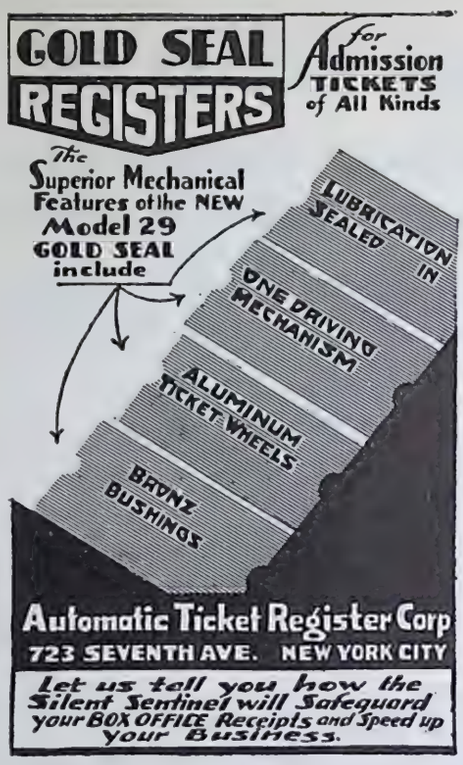
Terms: Half-cash with order, balance on delivery. Deliveries are made within ten days.

For Powers Projectors, add $100.00 per projector for additional necessary attachments. Diagram, etc. provided.

Radio Industries of Canada Limited

Sole Canadian Distributors

Toronto - Winnipeg - Calgary


GOLD SEAL REGISTERS
for Admission TICKETS of All Kinds
The Superior Mechanical Features of the NEW Model 29 GOLD SEAL include
LUBRICATION SEALED IN
ONE DRIVING MECHANISM
ALUMINUM TICKET WHEELS
BRONZ BUSHINGS
Automatic Ticket Register Corp
723 SEVENTH AVE. NEW YORK CITY
Let us tell you how the Silent Sentinel will Safeguard your BOX OFFICE Receipts and Speed up Your Business.

Metropolitan, Winnipeg To Be Enlarged

It is the intention of the Famous Players Canadian Corporation to spend between $30,000 and $40,000 on the Metropolitan Theatre, Winnipeg, in enlarging the seating capacity of the house and redecorating and refurnishing the interior. The Metropolitan Theatre is one of the first large Allen theatres erected and is 12 years old. It is now under lease to the Famous Players. Under the direction of Walter F. Davis it has developed into the leading first run sound motion picture theatre in Western Canada. The theatre will close the middle of September on the re-opening of the Winnipeg Capitol Theatre which has been in the hands of the decorators and the carpenters for five weeks.

Farewell Dinner Given To F. E. Wadge

(*Special to Digest from Winnipeg*)

Representatives of the theatrical interests in Winnipeg gave a farewell dinner to F. E. Wadge, manager of the Orpheum, at the Marlborough, Sept. 4th. Mr. Wadge left for Portland, Oregon, where he will become manager of the new Orpheum Theatre, the former Pantages Theatre.

Many of the theatre managers, exhibitors and film exchange men at the gathering expressed regret at the departure of a man who has done much to promote the interests of the theatrical industry in Winnipeg. George F. Law, manager of the Lyceum Theatre, was chairman of the evening.

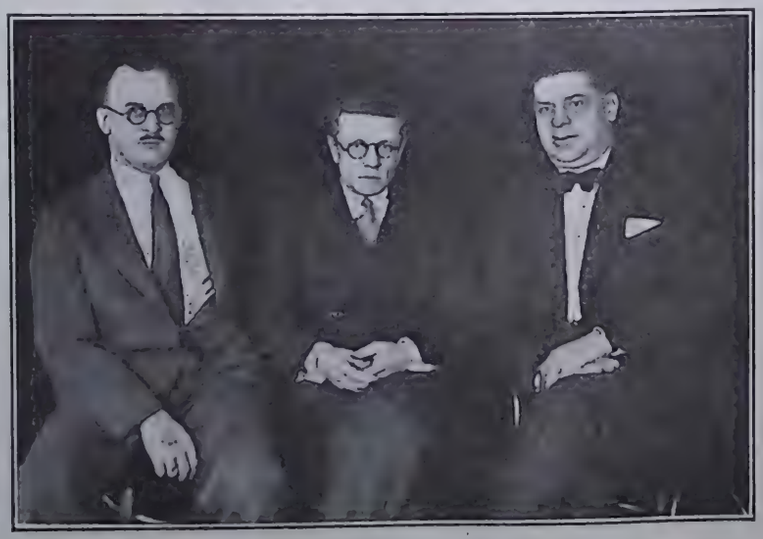
Two gifts were presented Mr. Wadge on behalf of himself and wife, H. N. Jernberg, of the Province Theatre, making the presentation address. The gifts were to Mr. Wadge, a complete travelling toilet set in a leather case, and a leather hand bag to Mrs. Wadge.

Lillian Rosen Weds

Lillian Rosen, who has been associated with The Digest for the past three years, was married Sunday, September 15th, 1929, to Benjamin Clyne. Miss Rosen will continue with The Digest, despite her recent marital affiliation.

New Theatre Souris Man.

The muncipality of Souris, Man., is building a theatre which can also be used as a community hall, at a cost of $40,000. W. A. Elliott of Brandon, Man., is the architect. It is built on a concrete and brick foundation, with bric super structure and is to be steam heated.



Oscar R. Hanson, Gen. Sales Manager Tiffany-Stahl Productions Inc.; Judge Therman of Colorado, and Al Steffes, at luncheon given to Independent Exhibitors by Theatre Owners Chamber of Commerce, Hotel Astor, N.Y.

More Stars Palestine Benefit Show

The committee in charge of the RKO monster benefit performance at the E. F. Albee Theatre, Brooklyn, Saturday night, September 14th, at 11.30 p.m., for the Palestine sufferers, has received promises from additional well-known artists that they will appear at this performance. The benefit is under the auspices of the combined RKO theatres of Brooklyn and is being arranged by Dave Beehler, division manager of the RKO Brooklyn group, in conjunction with Rabbi Louis Gross, and the proceeds will be turned over to the Palestine Emergency Fund, of which David A. Brown is chairman.

The artists who have promised to appear at this show include Lester Allen and Nellie Breen; Fred Allen; Dave Apollon; Count Berni Vici and Company; John Bowers and Marguerite de la Motte; Chief Caupolican; Dodge Twins; Anatole Friedland; Bob Hall; Ted Healy; Charles W. Hamp; Horace Heidt and His Californians; Hilton and Almy; Five Honey Boys; Bert Lahr; Charlie Murray; Russell Markert Girls; Fiske O'Hara; Rose Perfect; Molly Picon; Irene Rich; Larry Rich and His Orchestra; Bill Robinson; Five Reillys; Cantor Henry Rosenblatt; Ben Turpin; Three Sailors. Harry Hershfield, famous cartoonist, will be master of ceremonies. Seats are now on sale at the box-offices of all RKO Brooklyn theatres.

ALLIED STATES ASSOCIATION of Motion Picture Exhibitors takes pleasure in announcing that the Motion Picture Theatre Owners of Wisconsin at their meeting held at Big Cedar Lake on September 11, 1929, voted to affiliate with this organization.

Observations

THE ENQUIRY into the Iroquois Theatre fire at Petrolia, Ont., results in a statement made by the Assistant Fire Marshall Jordon, of Toronto, to the Petrolia Advertiser-Topic, in which the Fire Marshall states, "There is no reason to suppose that the fire which destroyed the Iroquois Theatre was of an incendiary origin."

* * *

WARNER BROS. new financing in New York amounts to approximately $20,000,000 as announced by President Harry M. Warner. Holders of common stock of record at the close of business on Sept. 9th, 1929, are offered the right to subscribe to optional 6 per cent convertible debentures, series due 1939, at the rate of one $500 debenture for each sixty-eight shares of common stock held. The offering price, payment of which is required on or before Sept. 30th, is $525 per $500 debenture.

* * *

NO RIGHTS accrue to the preferred shareholders, but these are offered the privilege of subscribing if they convert their holdings into common stock on or before the record date. Goldman Sacks & Company are underwriting. Debenture holders may elect to receive their interest quarterly in common stock or in cash at the annual rate of $60.00 in cash or one share of common for each $1,000 debenture held.

* * *

WARNER BROS., through this operation, obtains funds on a basis equivalent to the sale of a 6 per cent security at 105.

* * *

THE PRESS in general is stressing "Talking Pictures" as the reason for the leading position of Famous shares in the Canadian Stock Market.

Sound Propositions ! !

DE LUXE MODEL H MOTIOGRAPH.

62% of the usual heat on the film eliminated. Very quiet in operation. No vibration. No tearing down repeatedly for repairs. Perfect for all Sound Systems — ask any Sound Engineer. Dozens of recent installations prove the DeLuxe the only choice. Price, same as in U.S.A.—Model F—$1,000.00 — Model H—$1,250.00. Accept quotations from no one else — we are exclusive Motiograph Distributors in the Dominion of Canada.

THE VELVET GOLD FIBRE PERFORATED SOUND SCREEN.

The only successful **Gold Fibre** Screen **Perforated.** Not a fabrikoid or rubber surface — a **Velvet Gold Fibre.** Means the same good projection on a Gold Fibre Screen but you can place your speakers back of it. Write for samples and prices.

THE SYNCHRONIZED TURNTABLE FOR DISC TALKIES.

Properly geared, heavy turntables that fit your present projector using your present motor. The ideal thing for the small theatre. Complete per pair with pick-ups and fader, $600.00. We will be glad to advise you on amplifiers and speakers. A complete talkie installation for around $1,200.00. Write us.

USED PROJECTORS.

We still have on hand a few Powers 6B and Simplex Machines which, under our overhaul and guarantee, are just what the small theatre needs for Sound to replace those very old, worn machines. Write us for prices before they are all gone.

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

"Courtesy With Service"

Show Business

Frank Badgley, director of the Canadian Government Motion Picture Studio at Ottawa, is taking an active part in the preparations for the annual fall convention of the Society of Motion Picture Engineers which is scheduled to be held in Toronto starting October 7. When the Society held its previous convention on Canadian soil, which was at Ottawa in 1923, one of the prominent workers was the late Raymond S. Peck, director of the Canadian Government Studio, who, a short time later, contracted his fatal illness. It was, indeed, Mr. Peck who brought the convention to the Canadian Capital.

Daylight Saving dies its unnatural death in Eastern Canadian cities and towns on September 28 on which occasion the railways resume regular schedules and the people, generally, return to normalcy. Western Canada is not so afflicted because the changing of clocks has not become a pastime on the Prairies. Theatre managers in the East are eagerly looking forward to the return of Standard Time.

One annoyance through Daylight Saving in Eastern Canada during the past summer was the difficulty in spreading theatre patronage, many exhibitors finding their houses packed after 9 P.M. Business was of record proportions throughout the summer, thanks to attractive talking programs, and therefore the congestion late in the evening was more pronounced than ever. The chief effort of managers was to prevail upon the people to attend matinee or supper shows in order to secure patronage balance.

Bargain Hour at the Capitol Theatre, Edmonton, Alberta, means from 1 to 2 P.M. daily when a reduced admission price of 25 cents for adults and 15 cents for children is granted by Manager W. P. Wilson. Promptly at two o'clock the admission goes up to 35 cents and patrons also have to pay the amusement tax. Manager Wilson has plenty of excitement watching the clock.

Considerable interest has been taken by exhibitors in Canada in the fact that "Cock-Eyed World" has been passed by the Ontario Board of Moving Picture Censors which means that the production will now be released in the Dominion. Two minor deletions were made by the Ontario censors.

Both a chain and an independent theatre in Ottawa, Ontario, are co-operating in the staging of a special midnight performance simultaneously on September 27 under the auspices of the Kiwanis Club for a community fund. The chain theatre is the Regent, a Famous Players house, and the Avalon, owned by P. J. Nolan.

The Canadian Government has announced the forthcoming release of 10 talking and sound pictures from its own studio at Ottawa, these to be distributed early in 1930. A new and large suburban studio is now occupied by the Government film plant and the equipment has been brought up to date through extensive installations. A private company has been enlisted in the production of the talking pictures but they are to be made in the Ottawa studio.

The Dominion authorities turned to talking films to keep abreast of moving picture developments and to insure further distribution of their releases which are now shown regularly each week in 200 Canadian theatres and also throughout the United States, Great Britain and other countries.

"Talkietone"

Synchronous Disc

Model T-3 - - -	$1925.00
Model T-4 - - -	2600.00

"Phototone"

Sound-on-Film and Synchronous Disc

Model PT-5 - - -	$3850.00
(For Theatres seating up to 900.)	
Model PT-6 - - -	4250.00
(For Theatres seating up to 2000.)	

Non-synchronous attachment for any model $325.00 extra

For further particulars address enquiries

to

Radio Industries of Canada Limited

Toronto - Winnipeg - Calgary

Head Office

May Have "Walk Out"

Synchronization Called "Canned Music"
President Musicians' Union Protesting

MEMBERS of the Musicians' Union of Toronto, met officials of the Famous Players to discuss the question of musicians as it relates itself to Talking Pictures. Most of the important theatre orchestras are on contract, but the question of what is to transpire when contracts expire is worrying musicians.

* * *

FOLLOWING the conference, Mr. Henderson, President of the Toronto Local Musicians' Union, is reported to have said "Canned music can never take the place of human effort. We must try to avoid being a nation of listeners and try to cultivate the ability to play as universally as possible."

Perhaps Mr. Henderson overlooks the fact that "canned music" as he calls synchronization, is but a record of music played by musicians; and that musicians must be born and made before we can have "canned music."

* * *

THE NEW MOTION PICTURE era may eliminate a number of musicians from its payroll, balancing the number it added to its payroll when Motion Picture Theatres gave musicians an entertainment value in their theatres.

Certainly, with the introduction of orchestras in theatres, and augmented presentations and prologues, the day of the musician as it related itself to Motion Pictures was a profitable one.

* * *

SALARIES increased and hours shortened, musicians walked in and out on features, disturbing the value of their accompaniment, but these gaps were filled in with organs which rolled forth their sonorous accompaniment, until wearied musicians relaxed sufficiently to take up their bows, or batons again!

Exhibitors and the public protested, especially during the growth of picture accompaniment when "Hearts and Flowers" and "The Maiden's Prayer" were the obligato for love-scenes, dying scenes; and the "Retreat From Moscow," accompanied Bill Farnum when he "roped" in "our gal Nell" and seated on his trusty steed he took her to his ranch, where "men are men, and the women are never given a chance to overlook it."

* * *

"THOSE were the good old days" for musicians, but perhaps all good things come to a good end, for one cannot stop inventors from inventing, and public approval from sounding its praise when it is pleased with a new idea. One cannot blame theatre owners from seeking to satisfy their patronage, from stepping in line with public appeal, and keeping in the front row of Showmanship.

* * *

IT IS GOING to be hard for some musicians, perhaps many, but since "Necessity is the mother of all invention," the musicians who managed to keep music and themselves alive before the birth of Motion Pictures, will no doubt conceive ways and means of perpetuating their art, and providing for a livelihood, and the Sabbath of their old age through other channels. Music belongs to The Immortals. It will live Eternally and so will musicians. If any condition should arise threatening to destroy Music, its Guardian Angel will outspread her wings to give Music protection; and the very present situation may prove a sufficient impetus to better musicians, to great musicianship, and the inspiration of heavenly motifs.

THE OPERA HOUSE, Orillia, Ont., held its first presentation of Talking Pictures on Thursday, Sept. 5th. The theatre was crowded for two shows. The equipment was conceded to be first class and the natives had a real thrill in hearing and seeing that miracle of the present picture era of which there has been so much talk.

The Orillia Press states, "The venture has been an ambitious one, for the management, and places Orillia in the front rank amongst towns of its size in the way of popular entertainment.

ACCESSORIES
Needed In Every Booth

Griswald Film Splicers	-	**$30 each**
Chicago Record Cabinets	-	**$55 each**
Film Laquer	-	**$1.50 per can**
Change Overs	-	**$70 per pair**

Extra Tubes, Reflectors and Flashlights

ORDER YOURS TO-DAY.

Perkins Electric Company Limited

Toronto - Montreal - Winnipeg

Round About the Studios

Greta Garbo, one of Metro-Goldwyn-Mayer's most popular stars.

Three brand new songs have been written for "The Shannons of Broadway," now nearing completion at Universal City with Mr. and Mrs. Jimmy Gleason. The titles are "Someone to Love Me," "Get Happy," and "Living the Life of Riley." They were written by Ray Klages and Jess Greer, and will be published by the Roberts Music Corporation.

Eddie Cantor is the latest addition to the cast of famous Broadway entertainers appearing in Paramount's "Glorifying the American Girl," produced under the personal supervision of Florenz Ziegfeld.

Millard Webb directed the screen play, which was personally supervised by Florenz Ziegfeld and which presents two lavish ensembles reproduced in full color by the improved Technicolor Process.

George K. Arthur will play the role of the comedy chorus boy in "Road Show," Metro-Goldwyn-Mayer's new musical talkie in which Bessie Love and Charles King are featured.

Announcement was made yesterday by Grant L. Cook, executive vice-president of Tiffany-Stahl productions, that James Whale, one of the most spectacular figures in English stage life, will direct the all-talking screen version of "Journey's End," which will be released by Tiffany-Stahl as a Gainsborough production.

Production was started this week at the Pathe studio on "This Thing Called Love," from the stage success by Edwin Burke. Edmund Lowe and Constance Bennett have the leads, and Zasu Pitts, Roscoe Karns, Carmelita Geraghty, John Roach and Steward Irwin are in the cast. Paul Stein is directing and Ralph Block is the producer.

"Rich People," Constance Bennett's first picture under her Pathe contract, was finished last week.

Universal has purchased from Jack Townley a story entitled "Love and Kisses." It is being put into continuity form by Matt Taylor. Laura La Plante will eventually star in it. Jack Townley is the author of "The Cohens and Kellys in Atlantic City."

Conrad Nagel, Kay Johnson, Lotis Wolheim and Holmes Herbert have been assigned featured parts in "The Ship from Shanghai," which has been placed in production by Metro-Goldwyn-Mayer under the direction of Charles Brabin, who made "The Bridge of San Luis Rey."

This will be the first all-talking picture to be made entirely at sea, a special yacht having been outfitted with sound-absorbent material, from captain's cabin to keel, for this purpose. This yacht will be demolished in the climatic episode of the film.

Miss Johnson and Nagel recently featured roles in Cecil B. DeMille's "Dynamite." Louis Wolheim is famous for his character interpretations, and Holmes Herbert was seen recently in "Madame X" and has just finished a part in "The Thirteenth Chair."

Universal has decided to drop "The" from the title of Mary Nolan's first starring picture, "The Shanghai Lady," by John Colton. John Robertson will finish this South Sea Island drama at Universal City this week.

John Bowers and Marguerite De La Motte, the motion picture celebrities, make a personal appearance in a one-act comedy "Dear Doctor;" Larry Rich, the jolly rotund orchestra leader and his friends including Mlle. Cherie, Winana Otrich, Lillian Martin and Bennie Rich, who really do two acts; are the big features on the six act bill of RKO vaudeville.

The screen menu, "Charming Sinners" is a brilliant talking comedy drama with Ruth Chatterton, Clive Brook, William Powell and Mary Nolan.

"Ukelele Ike" Cliff Edwards now ranks as the busiest player on the M-G-M lot. Since "College Life" the one one-time vaudeville star has passed from picture to picture without a break. Now William Nigh has signed him to play Joe Lundeen, the song-plugging hoofer, in "Lord Byron of Broadway" which is to start soon at the M-G-M Studios.

Sally Star and Phyllis Crane, who are featured in "Happy Days," a Metro-Goldwyn-Mayer sound film.

Jean Arthur, the young film actress who created the role of Ada Greene, the insane murderess in Paramount's picturization of S. S. Van Dine's "The Greene Murder Case" will play the heroine in "Here Comes the Bandwagon," a story of carnival life by Henry L. Gates, which will serve as Charles "Buddy" Rogers next starring vehicle. Miss Arthur who is now acting as Clara Bow's sister in "The Saturday Night Kid" will begin work in the carnival film next week. She recently appeared in two other mystery films, prior to "The Greene Murder Case" having impersonated the English ward of Fu Manchu in "The Mysterious Dr. Fu Manchu," and the heroine in "The Canary Murder Case."

Universal announces that the Reginald Denny feature for 1929-1930 has been changed in title from "No, No, Napoleon" to "One Hysterical Night"

Scene from "Tropical Nights" starring Malcolm McGregor and Patsy Ruth Miller. A Tiffany-Stahl production.

GEORGE LeMAIRE COMEDIES

With 20 years of comedy pioneering on Broadway, the one and only George LeMaire produces and acts in his own George LeMaire Comedies for Pathe---uses the best comic talent in the field---and prepares his two-reel gems on the triple box-office pattern of gags, girls and guffaws. Consequently this is the outstanding talkomedy series of the day. Pick up any copy of any trade paper---the press says so by hilarious reviews. Keith-Albee, Stanley, Butterfield, Balaban & Katz and tens of other great circuits say so with solid contracts. Publix, Loew, West Coast and scores more say so with busy bookings. And the returns prove it gives patrons satisfaction---ask the showmen who show 'em!

George LeMaire has been associated in the past with Eddie Cantor, Frank Tinney, W. C. Fields, Leon Errol, Bert Williams. He has had important roles in Ziegfeld's Follies, Earl Carroll's Vanities, Artists & Models, his own LeMaire's Affairs. He is Broadway's comedy genius!

Regal Films Limited

Pathe Distributors for Canada

Pathe Shorts for 1929-30

Two-Reel Comedies

LEMAIRE COMEDIES—
Series of eight.

MANHATTAN COMEDIES—
Series of six.

CHECKER COMEDIES—
Series of six.

VARIETY COMEDIES—
Series of eight.

BUCK AND BUBBLES —
Series of six.

MELODY COMEDIES—
Series of six.

GOLDEN ROOSTER COMEDIES
Series of six.

FOLLY COMEDIES—
Series of miniature revues.

News Reels

PATHE NEWS (Silent)—
Conceded the best.

PATHE NEWS (Sound)—
Always the leader.

AESOP'S FILM FABLES—
In both sound and silent.

TOPICS OF THE DAY—
Original, unique.

GRANTLAND RICE'S SPORTLIGHTS—
Most unique.

Always the leader in producing high grade short subjects, Pathe will this season still further enhance leadership by supplying highest quality talking shorts.

Ann Harding

in

Paris Bound

Booked Into All De Luxe Theatres of Famous Players Canadian Corp.

One of Pathe's 1929-30 Feature Pictures, and One by Which All Pathe Features Can Be Judged.

Cast Includes Fredric March and Leslie Fenton. From the Stage Play by Phillip Barry

Pathe's Feature Pictures Are Proving to be the Sensation of the Season. Never Before has There Been Such a Line-up of Real Box Office Attractions.

A 1929-30 Pathe Contract will Prove the Best Business Asset for Any Theatre

REGAL FILMS LIMITED *Canadian Distributors for Pathe*

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver